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DEUTSCHE BANK SWOT & PESTLE ANALYSIS

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Company Name : Deutsche Bank

Company Sector : Banking and Financial Services

Operating Geography : Europe, Germany, Global

About the Company :

Deutsche Bank is a German global banking and financial services company headquartered in Frankfurt. The company has four major divisions: Investment Bank, Corporate Bank, Private Bank and Asset Management. It provides services across retail banking, commercial and investment banking, transaction banking, etc. It is the leading bank in Germany having a significant presence in the Americas and Asia Pacific with a large presence in Europe and has more than 78,000 employees as of 2021 in over 70 countries worldwide. Deutsche Bank was the 21st largest bank in the world by total assets and 63rd in the world by market capitalization, as of 2020. The bank is driving growth through their strong client franchise, investing heavily in digital technologies, prioritizing long-term success over short term gains, and serving society with ambition and integrity. In accordance with the intended timeline, BNP Paribas and Deutsche Bank announce that the transfer of clients, technology, and key personnel from the Global Prime Finance and Electronic Equities businesses of Deutsche Bank to BNP Paribas has been successfully completed as of early 2022.

Deutsche Bank's USP or unique selling proposition centers on providing high quality banking products and services like private banking, insurance, investment, wealth management, prepaid cards & loans. Deutsche Bank's mission statement reads, "Our mission is to deliver high-quality, independent analysis that helps investors understand markets and promotes public debate on economic, fiscal, labour market and social policy issues" and its vision statement reads, "– Leading global investment bank with a strong and profitable private client franchise."

Revenue :

24,028 million – FY ending 31st Dec 2020 (y-o-y growth (positive) 3.7%)

23,165 million – FY ending 31st Dec, 2019

SWOT Analysis :

The SWOT Analysis for Deutsche Bank is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Structured organization and transformation to aid growth 2.Alignment between performance and pay 3.Strong European and global brand 4.Strong market position in Corporate Bank and Investment Bank segment 	<ul style="list-style-type: none"> 1.Restructuring to impact revenue Generation in the short run 2.Litigation expenses eating into the profitability 3.Weak Infrastructure Issues 4.Oversight in Jeffrey Epstein case leading to penalties and damage to brand reputation
Opportunities	Threats
<ul style="list-style-type: none"> 1.Accelerate the adoption of technologies in banking 2.Transition towards remote banking 3.Leveraging business Intelligence and data analytics 	<ul style="list-style-type: none"> 1.Impact of poor trading environment 2.Uncertainty in Eurozone and Brexit to slow growth

PESTLE Analysis :

The PESTLE Analysis for Deutsche Bank is given below:

Political	Economical
1.Compliance issues regarding political sanctions 2.Global trade disputes continue to weigh on the financial sector	1.Uncertainty in Eurozone and Brexit to slow growth 2.Risk in credit exposure to certain Eurozone countries
Social	Technological
1.Automation to impact employees in banking sector	1.Technology to be a key game-changer in banking industry
Legal	Environmental
1.Deutsche bank subject to severe penalty over role in subprime crisis 2.Negligence over money laundering 3.Impact of regulatory initiatives in banking	1.Promoting internal and external sustainability

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